WHAT IS CLAIMED:

1. A method of optimizing one factor associated with a product, having executable instructions comprising:
   receiving factors associated with a product;
   receiving a plurality of available shelf space sets to house the product; and
   selecting one factor to optimize.

2. The method of claim 1, further comprising:
   calculating a value of the one factor optimized based on the other factors.

3. The method of claim 1, further comprising:
   receiving values for each factor not being optimized.

4. The method of claim 1, further comprising:
   receiving a constrained value of the one factor to optimize.

5. The method of claim 4, further comprising:
   calculating one or more values for the other factors based on the received constrained value.

6. The method of claim 5, further comprising:
   using historical values for the other factors to modify the calculation.

7. The method of claim 1, wherein the shelf space sets are received via a graphical user interface.

8. Functional data for optimizing one factor associated with a product, the functional data comprising:

one or more factor data including categories, financial data, product identification, and shelf space set;

constant value data wherein a predetermined value for one or more of the factor data is known; and

optimizing instruction data operable to determine an optimal value for a factor data selected for optimization.

9. The data of claim 8, further comprising:

    hierarchical data operable to associate one or more of the categories and the product identification into a hierarchy.

10. The data of claim 9, further comprising:

    scenario data operable to receive one or more hypothetical sets of constant value data and using the optimizing instruction data to generate a scenario optimal value for each hypothetical set.

11. The data of claim 10, further comprising:

    meta data associated with the scenario data and including a scenario identification, a scenario update date, a scenario create date, an owner identification, a security level, and descriptive data.

12. The data of claim 8 wherein the factor data is imported from an electronic application or data file.

13. The data of claim 8 wherein the factor data is inputted by a user using a graphical user interface.

14. The data of claim 8, further comprising:

    summary category instruction data operable to be used to report historical data

associated with the factor data.

15.   The data of claim 8, further comprising:

comparison scenario instruction data operable to be used to report comparisons between one or more hypothetical sets of constant value data by using the optimizing instruction data to generate a scenario optimal value for each hypothetical set.

16.   The data of claim 8, wherein the factor data further includes a store identification, a geographical identification, and a manager identification.

17.   A system to optimize the use of existing shelf space within a store, comprising:

a data collection set of executable instructions operable to collect factor data including available shelf space, product identifications, product categories, and financial data associated with the product identifications and the product categories;

a constraint set of executable instructions operable to receive predetermined values associated with the factor data; and

an optimizing set of executable instructions operable to calculate an optimal value for at least one of the factor data.

18.   The system of claim 17, further comprising:

an interface set of executable instructions operable to graphically display the factor data to a user.

19.   The system of claim 18, wherein the interface set of executable instructions are operable to receive one or more of the predetermined values from the user and provide the received predetermined values to the constraint set of executable instructions.

20.   The system of claim 17, further comprising:

a scenario set of executable instructions operable to execute the constraint set of executable instructions and the optimizing set of executable instructions one or more times to produce one or more scenarios.

21. The system of claim 20, further comprising:

a reporting set of executable instructions operable to collect historical factor data and render the historical factor data in print, voice, or electronic media.

22. The system of claim 21, further comprising:

a meta data collection set of executable instructions operable to collect information regarding the versioning, updating, creating, or security of the scenarios.

23. The system of claim 17, wherein the data collection set of executable instructions collects at least a portion of the factor data dynamically as a sale occurs within a store.

24. The system of claim 23, wherein the dynamically collected factor data is used to adjust the optimizing set of executable instructions to provide an improved optimal value.